

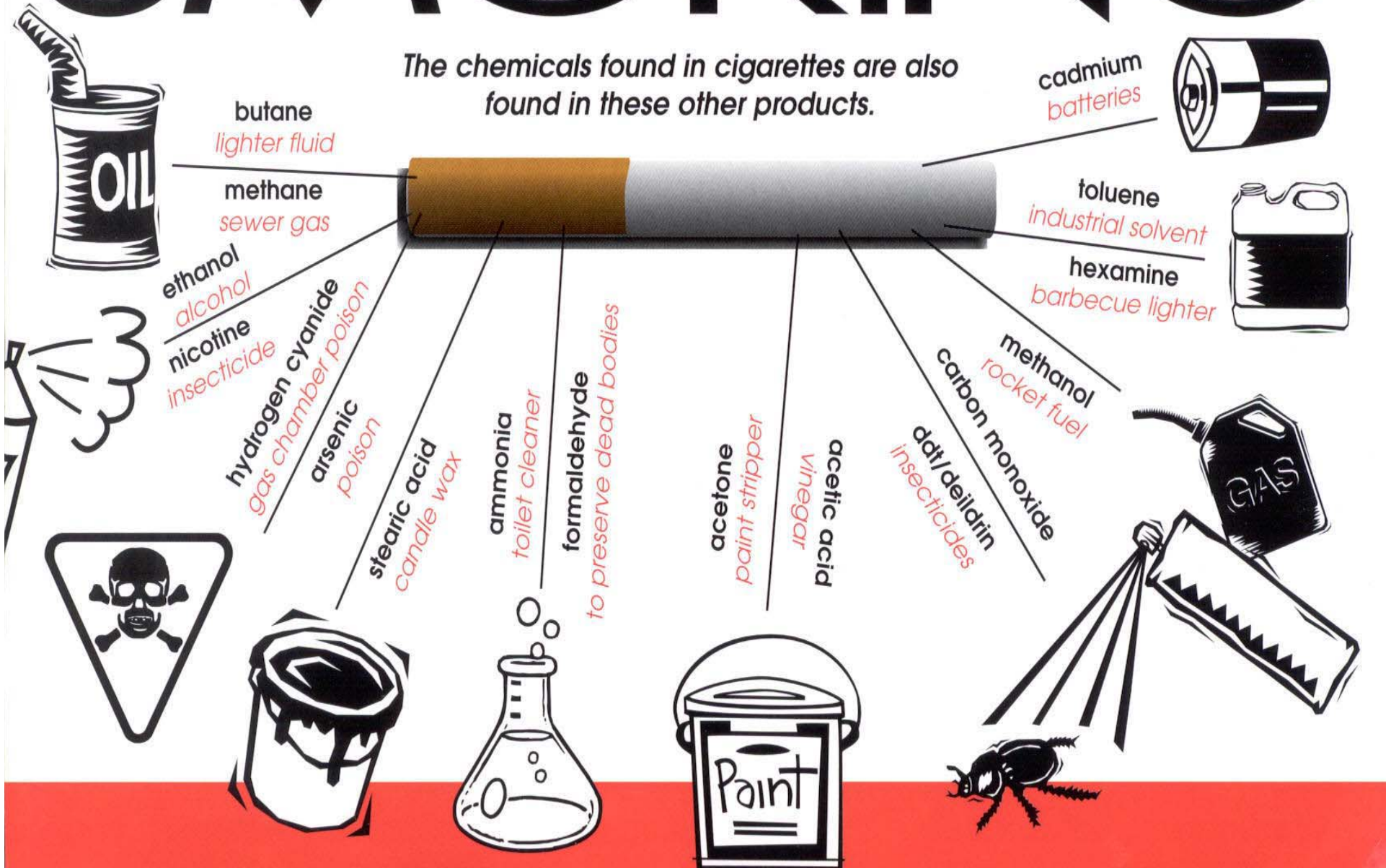
What if cigarette ads told the **Truth?**



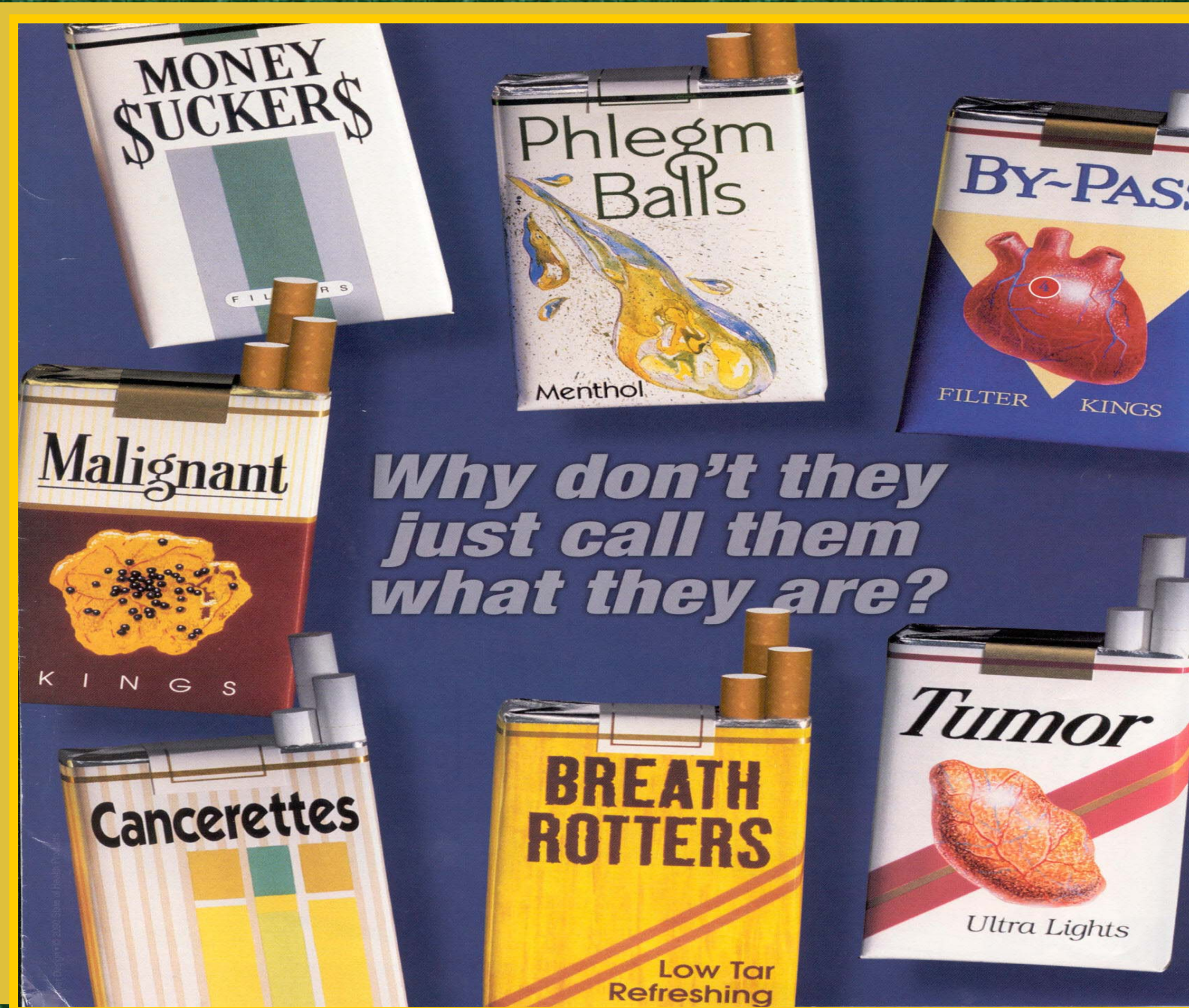


# SMOKING

The chemicals found in cigarettes are also found in these other products.









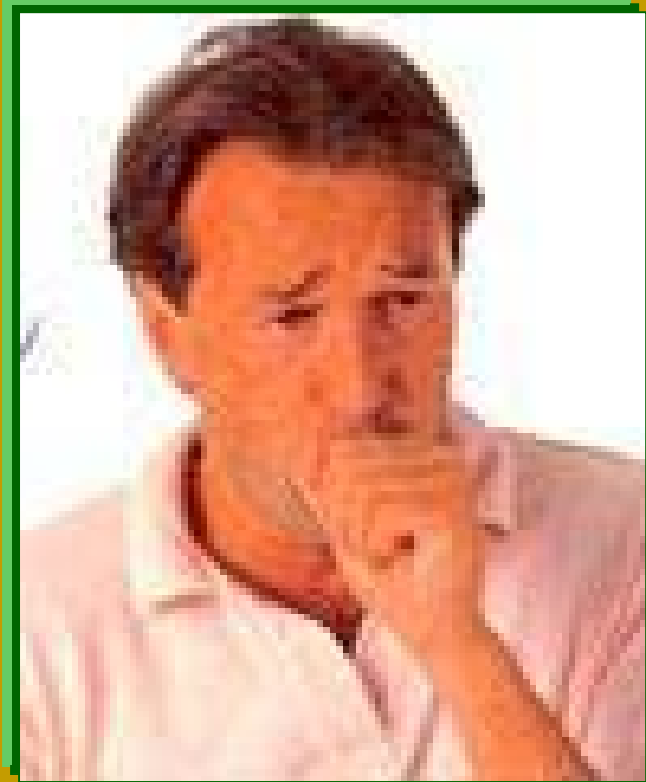
# SMOKING

## HARMFUL EFFECTS

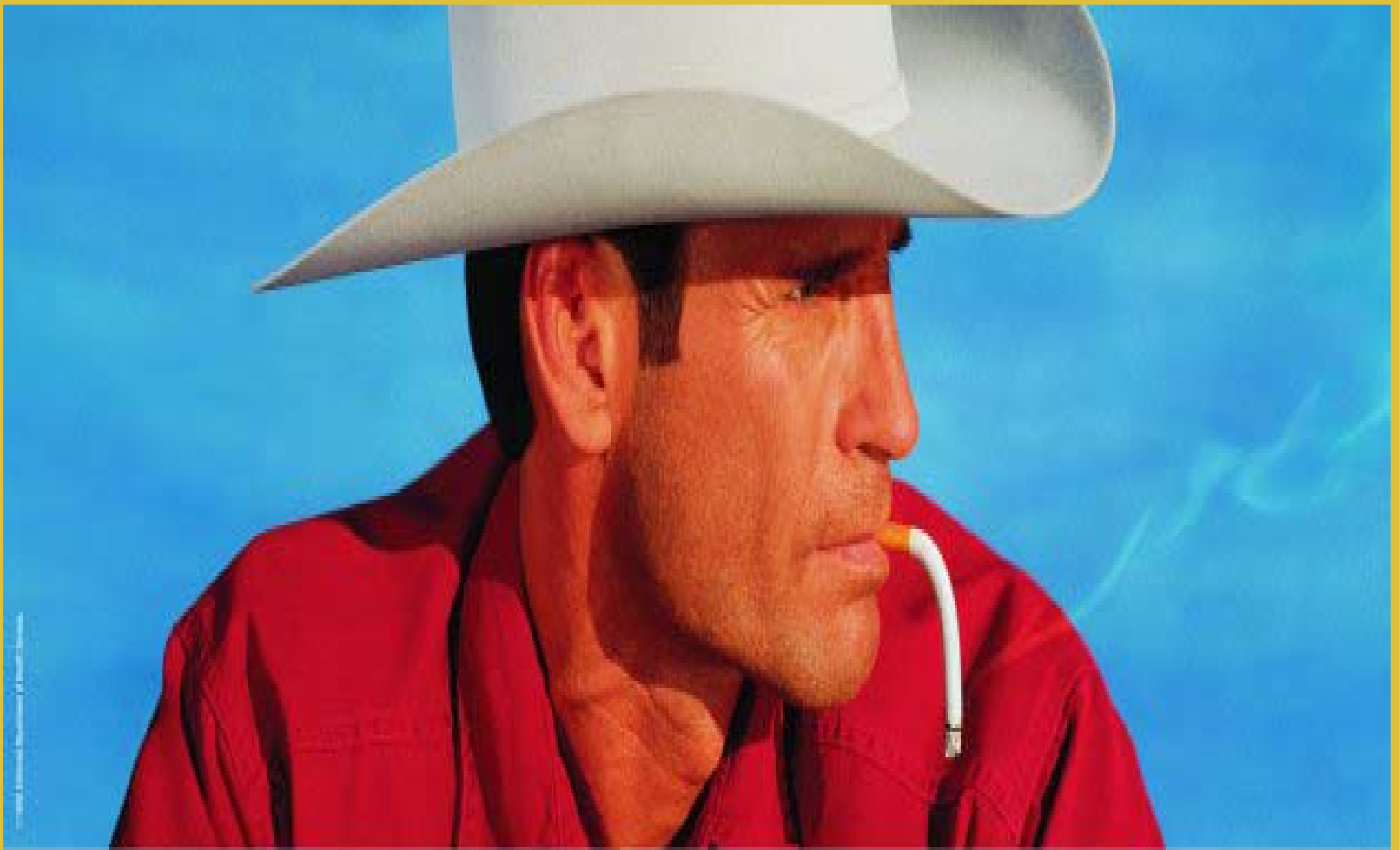


**WARNING:**

**CIGARETTES LEAVE YOU  
BREATHLESS**



**Tobacco use causes crippling, often fatal  
lung diseases such as emphysema.**



**WARNING: SMOKING CAUSES IMPOTENCE**



# Joe CHEMO

THE SURGEON GENERAL WARNS THAT  
SMOKING IS A FREQUENT CAUSE OF  
WASTED POTENTIAL AND FATAL REGRET

A photograph of two cowboys on horseback, silhouetted against a vibrant orange and yellow sunset sky. They are standing in a field with a wooden fence in the foreground. The scene is framed by a green border with rounded corners.

I miss my lung, Bob.

WARNING: Cigarette Advertising Makes  
Smoking Look Cool And Cowboys Look Stupid.

©1998 Lorillard Licensing of Products Inc.



# ***A Smokers Prayer***

**It was foolish to have started  
I don't know why for sure  
I was young and fit and able  
Now I only want a cure.**

**For this habit now it grips me  
It holds me in it's spell  
This smoky weed I must deny  
I never liked the smell.**



**My lungs are full of badness  
My fingers stained and dark  
Lord, free me from this madness  
And help me to my mark.**

**Let me see a future  
When the person I will be  
Is a calm and healthy figure  
With lungs that are "smoke free".**

**WARNING:**

**CIGARETTES HURT BABIES**



**Tobacco use during pregnancy reduces the growth of babies during pregnancy. These smaller babies may not catch up in growth after birth, and the risks of infant illness, disability, and death are increased.**





**DON'T POISON US**

**WARNING: Second-hand smoke contains nicotine, carbon monoxide, ammonia, formaldehyde, benzo[a]pyrene and nitrosamines. These chemicals can harm your children.**

It Looks Just As Stupid  
When You Do It.



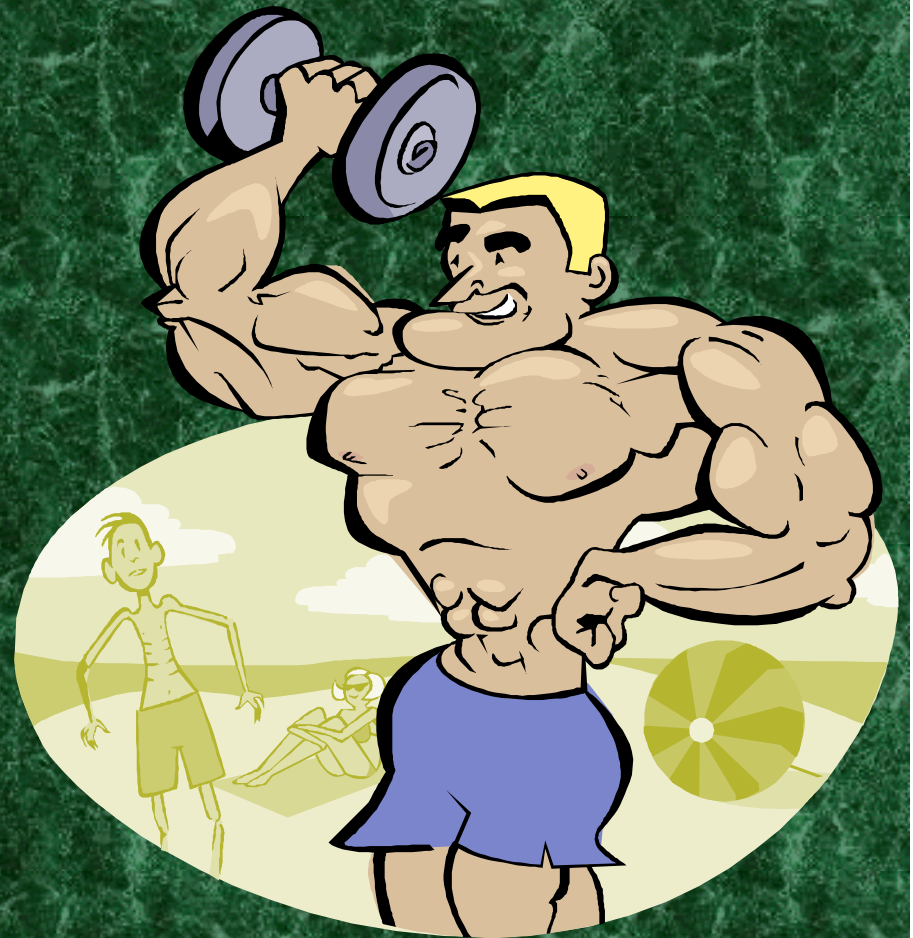


To my children,  
I don't want you to be sad! Remember me,  
and forgive me for leaving you so soon. When  
it's over, mom will just be sleeping.



# ***REAL MEN***

**Have Quit Using  
*Tobacco!***







SMOKE  
FREE

IT'S THE NEW EVOLUTION

Boyz n the Hood  


TOBACCO FREE.  
*It's a beautiful thing.*



CDC  
U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES



**We Are Tobacco Free!!**